

# NEWS RELEASE!



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## 1994 TWINS TICKETS NOW AVAILABLE AT "THAT'S THE TICKET" KIOSKS *Network Expanded to Offer Twins Merchandise, Gift Certificates and Spring Training Tickets*

MINNEAPOLIS, MN (February 2, 1994) -- The Minnesota Twins, in conjunction with North Communications of Santa Monica, CA, today announced that tickets to 1994 home games are now available at automated "That's The Ticket" kiosks located throughout the Upper Midwest.

The colorful touch screen kiosks are found at 30 locations throughout the region including: most Rainbow Food Stores in the Twin Cities and Rochester, MN; America's Original Sports Bar in the Mall of America; the Norwest Center in downtown St. Paul; the IDS Crystal Court in downtown Minneapolis; and Target Stores in St. Cloud, Duluth, Fargo, ND and Sioux Falls, SD.

Similar to a bank ATM, but using full-motion video and stereo sound, "That's The Ticket" kiosks allow fans to purchase the best available seats to any Twins home game by simply using a credit card. In addition, fans have the option of purchasing tickets to Twins spring training games in Fort Myers, FL; a selection of Twins merchandise; and Twins ticket gift certificates. The kiosks also provide consumers information on local points of interest, as well as basic government services through a separate program titled "Twin Cities Touch".

A joint venture between the Twins and North Communications, "That's The Ticket" kiosks were initially rolled out in April of 1993. "That's The Ticket" outlets allow fans to choose their seat location, see the view of the playing field from their section, pay for their tickets and walk away with them in hand within minutes. Dave Winfield, Kirby Puckett and Twins manager Tom Kelly guide customers through the average two minute transaction. A 15% service charge comparable to charges assessed through the Twins Ticket Lines is added to each order.

North Communications hopes to add other sports and entertainment venues along with additional government services to the kiosks in the near future. North Communications is a leading developer of interactive multimedia kiosk networks. The Company designs, develops, manufactures, deploys and maintains these networks as a turnkey operation. The multimedia kiosk systems are installed in public areas, user-controlled via touchscreen. They contain applications, communications and network management software, various hardware and system service, incorporating the Company's proprietary technologies, including patent-pending software techniques and kiosk designs. Presently in production are interactive multimedia projects for Brisbane, Australia, Singapore, the City of New York, the L.A. Municipal Court, the State of Kansas and the U.S. Post Office.

Fans should look for "That's The Ticket" outlets in the following locations:

<u>RAINBOW FOODS</u>			
* Apple Valley	* Cottage Grove	* Minneapolis (26th and Lake)	* Richfield
* Blaine (Northtown)	* Eagan	* Minneapolis (1104 Lagoon)	* Robbinsdale
* Brooklyn Park	* Eden Prairie	* Oakdale	* Rochester (1201 S. Broadway)
* Burnsville	* Maplewood	* Plymouth (6th Ave. N.)	* Roseville (W. Larpenteur Ave.)
* Columbia Heights	* Minnetonka	* Plymouth (Vinewood Lane)	* Roseville (Cty. Rd. B2)
* St. Paul (University)			* West St. Paul
			* Woodbury
<u>DOWNTOWN ST. PAUL</u>		<u>DOWNTOWN MPLS</u>	
* Norwest Center		* IDS Crystal Court	
<u>MALL OF AMERICA</u>		<u>OUTSTATE TARGET STORES</u>	
* America's Original Sports Bar		* Duluth, MN	* Fargo, ND
		* St. Cloud, MN	* Sioux Falls, SD

Fans can continue to purchase Twins tickets at both Twins Pro Shop locations (Richfield and Roseville) or by calling the Twins Ticket Lines, (612) 33-TWINS or (800) 33-TWINS.

EXHIBIT

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